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FOR IMMEDIATE RELEASE:

EXCITEMENT ON FERRY STREET

Ferry Street Pathmark Grand Opening Wednesday, November 8 at 8:00 A.M.

On November 8, the next generation in supermarketing comes to the Ironbound section of Newark. Consumers can now embark on the most exciting and rewarding shopping experience when Pathmark opens its new Pathmark 2000 on Ferry Street, Newark, New Jersey. "Pathmark is proud to be a part of the revitalization of Newark. Pathmark's 13 million dollar investment in the most modern supermarket/drug store in New Jersey shows our commitment to the City of Newark and its residents," stated Stan Sorkin, Vice President of Public Affairs. After 13 years of operation, Pathmark is closing its smaller Ferry Street location and replacing it with the most modern 64,000 square foot facility to better serve the area's customers. "The store is doubled the size of the old Ferry Street store and features over 30,000 products. It is designed to be customer friendly encouraging face to face communication between customer and store associate," stated Robert Joyce, Senior Vice President of Store Operations.

In welcoming Pathmark to Newark, Mayor Sharpe James stated, "Pathmark will stimulate further economic development of the Ironbound area, help create jobs and provide increased access to a full variety of nutritional food and health care. Pathmark's continuing investment in our city underscores the revitalization of the retail environment in Newark." Pathmark of Ferry Street is the third store that Pathmark has opened in Newark in the past 5 years.

The Pathmark of Newark features a dramatic Fresh Foods Plaza highlighted by Farm Stand produce, a European style full service Deli and state of the art Fish on ice department featuring "Fresh, never frozen fish." Pathmark's Baker's Oven department features Colossal donuts, an expanded assortment of fresh baked breads and decorated cakes for all occasions. The "Open Window" service oriented Meat department allows the public to see products being processed right before their eyes and speak to the meat cutters to request that "favorite" cut. Pathmark's vast variety of grocery products features Pathmark's unique line of Big Deal products, large economy size packages at everyday low prices and our new line of upscale Pathmark Preferred products. A new floral department will greet the customers with fresh and colorful plants and flowers for all holidays and events. To meet the needs of the Newark consumer, the store will feature an expanded variety of Portuguese and Hispanic products.

Pathmark's "drug store" within a supermarket features a full service Pharmacy department and a complete line of health and beauty care products. An extensive selection of video-for-sale and video-for-rent is available in Pathmark's new full service Video department.

The store has a unique "customer friendly" service desk. To speed the shopping trip, the store is equipped with a high speed scanning system at the check-out counters. Pathmark of Ferry Street employs approximately 250 full-time and part-time associates. The store is open 24 hours a day, 7 days a week.

The supermarket which is located at 281-295 Ferry Street and will feature the latest in security techniques. "Pathmark has addressed recent national surveys which indicated that today's consumers is concerned about safety during a shopping trip. The store will feature high intensity external lighting, parking lot patrols, T.V. camera surveillance and uniformed security guards," stated Tony Santarpia, General Store Manager.